

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application.

**LISTING OF CLAIMS:**

1           1. (currently amended) A theme calendar having a  
2 front and comprising substrate support means, date  
3 locations on said substrate support means corresponding  
4 with time periods of a countdown time interval, a  
5 plurality of separately mountable marker elements, each  
6 marker element being removably mounted to said substrate  
7 support means at said date location, a pictorial design  
8 carried on said substrate means, said pictorial design  
9 including a plurality of separate target locations, each  
10 having a distinguishing designation for removably  
11 mounting an associated one of said marker elements having  
12 a corresponding designation, said marker elements being  
13 movable from said date locations and mountable to said  
14 associated target locations in accordance with the  
15 expiration of said time periods, each of said marker  
16 elements including design features that are visible from  
17 the front of said theme calendar when said marker element  
18 is mounted to said substrate support means at said  
19 associated target location, movement of said marker  
20 elements from said date locations to said associated  
21 target locations revealing a first text message at said  
22 date locations and completing or modifying said pictorial

23 design or forming a second text message at said target  
24 locations with said marker elements mounted in said  
25 associated separate target locations.

1           2. (original) The calendar of claim 1, wherein said  
2 time interval corresponds to a recognized holiday or an  
3 event having personal or familial significance.

1           3. (original) The calendar of claim 2, wherein be  
2 event having personal or familial significance is a  
3 birthday, an anniversary, a vacation, an upcoming trip, a  
4 wedding, a religious occasion, a graduation, or a  
5 recognized holiday.

1           4. (original) The calendar of claim 2, wherein said  
2 recognized holiday is Halloween, Valentine's Day,  
3 Thanksgiving, New Year's Day, Easter, Independence Day,  
4 St. Patrick's Day, Mother's Day, Father's Day, Memorial  
5 Day or Labor Day.

1           5. (original) The calendar of claim 1, wherein said  
2 pictorial design comprises one or more design elements  
3 that are suggestive of an event associated with said time  
4 interval.

1           6. (original) The calendar of claim 1, wherein said  
2 pictorial design comprises one or more design elements  
3 that are suggestive of an event associated with said time  
4 interval and a text message formed by said marker  
5 elements in their target locations.

1           7. (original) The calendar of claim 1, wherein said  
2 substrate is formed of a non-woven fabric, cardboard,  
3 plastic, wood or a similar material that may be printed  
4 or otherwise marked on a front or display surface with  
5 said text message and/or pictorial design.

1           8. (original) The calendar of claim 1, wherein said  
2 marker elements are temporarily mounted or removably  
3 secured to said substrate by magnets, hook and loop  
4 fasteners, pressure-sensitive adhesive, mechanical  
5 interfit with said substrate, or interlocking members or  
6 snap connectors.

1           9. (original) The calendar of claim 1, said  
2 substrate is formed of a non-woven fabric, cardboard,  
3 plastic, wood or a similar material that may be printed  
4 or otherwise marked on a front or display surface with  
5 said pictorial design, and said marker elements are  
6 temporarily mounted or removably secured to said  
7 substrate by one of magnets, hook and loop fasteners,

8 pressure-sensitive adhesive, interlocking members or snap  
9 connectors.

1 10. (original) The calendar of claim 1, wherein  
2 said marker elements are three-dimensional bodies having  
3 a plurality of marker faces bearing text, pictorial  
4 designs, or combinations thereof, and said marker  
5 elements are removably mounted in recesses at said date  
6 and target locations with a selected one of said marker  
7 faces exposed.

1 11. (original) The calendar of claim 10, wherein  
2 said three dimensional bodies and recesses are shaped so  
3 that each of said three dimensional bodies fits in only  
4 one of said recesses at said date location and only one  
5 of said recesses at said target location.

1 12. (original) The calendar of claim 10, wherein  
2 said three dimensional bodies and recesses have  
3 peripheral side configurations, and said peripheral side  
4 configurations are selected so that each of said three  
5 dimensional bodies fits in only one of said recesses at  
6 said date location and only one of said recesses at said  
7 target location.

1           13. (new) The theme calendar of claim 1, wherein  
2       said separate target locations comprise numbered distinct  
3       areas of said pictorial design and said associated marker  
4       elements are correspondingly numbered.

1           14. (new) The theme calendar of claim 13, wherein  
2       said date locations are separate date areas arranged in  
3       an array on said substrate support and said array is  
4       visible from the front of said theme calendar with said  
5       marker elements being removably mounted to said separate  
6       date areas.

1           15. (new) The theme calendar of claim 1, wherein  
2       said marker elements complete or modify said pictorial  
3       design and form a second text message at said target  
4       locations.

1           16. (new) A theme calendar having a front and  
2       comprising substrate support means, date locations on  
3       said substrate support means corresponding with time  
4       periods of a countdown time interval, a plurality of  
5       separately mountable coded marker elements, said marker  
6       elements being removably mounted to said substrate  
7       support means at said date locations, a pictorial design  
8       carried on said substrate means, said pictorial design  
9       including a plurality of disjunct and coded target

10 locations for removably mounting an associated one of  
11 said marker elements correspondingly coded, said marker  
12 elements being movable from said date locations and  
13 mountable to said associated target locations in  
14 accordance with the expiration of said time periods, said  
15 marker elements including design features that are  
16 visible from the front of said theme calendar when said  
17 marker elements are mounted to said substrate support  
18 means at said associated target locations, movement of  
19 said marker elements from said date locations to said  
20 associated target locations revealing a first text  
21 message at said date locations and completing or  
22 modifying said pictorial design or forming a second text  
23 message at said target locations with said marker  
24 elements mounted in said associated disjunct and coded  
25 target locations.

1 17. (new) The calendar of claim 16, wherein said  
2 disjunct and coded target locations comprise separate  
3 numbered areas of said pictorial design and said  
4 associated marker elements are correspondingly numbered.

1 18. (new) The theme calendar of claim 17, wherein  
2 said date locations are separate date areas arranged in  
3 an array on said substrate support and said array is  
4 visible from the front of said theme calendar with said

5 marker elements being removably mounted to said separate  
6 date areas.

1 19. (new) The theme calendar of claim 16, wherein  
2 said marker elements complete or modify said pictorial  
3 design and form a second text message at said target  
4 locations.